



WIT WORD

Volume VI

Fall 2005

Living the Spirit of Service

Greetings, WIT Members!

I'd like to extend a warm welcome to all new and existing members – we're glad to have you join us for our exciting line up of fall programs. It was terrific to see more than 250 members at our first WIT Connect program of the year, Conversation, Communication, Connection, Creativity, on September 15th. I was also delighted to initiate the "President's Recognition" awards, calling out just a few of our many, many wonderful volunteers' efforts: Holly Williams for facilitation of visioning with the leadership team; and, the Communications Committee for their continual contributions to WIT, notably branding of WIT Connect, production of the WIT Introductory video, and development of media sponsorships. At each WIT Connect program throughout the year, notable contributions by a committee or SIG, and an individual member will be spotlighted.

With summer fading and the weather cooling off, the spirit of service and giving heats up at Women in Technology. Throughout October to December, our membership demonstrates their commitment through several notable events.

On October 6th, the Women in Technology Education Foundation "drove the green," scoring another successful Charity Golf Tournament at Westfields Golf and Country Club. Many thanks to event sponsors and the golf committee, led by Paula Jagemann, for shooting an "eagle" with this successful event.

Over the past four years, scores of WIT members have assisted the March of Dimes in raising money for a critical cause, premature birth. On November 4th, we are again proud to present the fifth annual Heroines in Technology Gala, which over the past four years has raised close to \$400,000 to aid the fight to prevent premature birth, birth defects and low-birth weight. Honorees for the awards are selected from the leadership teams of area tech companies and chosen by their charitable contribution to the community, as well as their business leadership expertise. Tables and individual tickets are still available; please visit www.womenintechnology.org. I encourage all of you to join us for a fun and memorable evening as we honor the contributions of our ten inspirational nominees, and celebrate the honorees.

Another great example of pulling together to support the community can be found in our Programs Committee's efforts make a positive impact in the aftermath of a national tragedy. Committee members were so moved by the devastation and loss caused by Hurricane Katrina that they reinvented a special October program to benefit the efforts to rebuild affected lives and areas. On October 20th, WIT Connect presented WIT Unites to Support Those Re-building After Katrina. WIT underwrote the cost of the event, and donated the registration fees of \$2000 to the American Red Cross and Habitat for Humanity.

As you can see from the above list, our program and event calendar for the year is filling out to be diverse and stimulating; there truly is something for everyone. I hope to see you soon, and frequently. As we serve many worthy causes over the next several months through our donation of time and money, we also honor our membership who continually gives of their energy, experience, encouragement and enthusiasm toward one another's success. I am truly fortunate to serve among so many inspirational and accomplished women.

"Leadership is communicating people's worth and potential so clearly that they come to see it in themselves." -- *Steven Covey, The 8th Habit*

Warm regards,

Gayle Sweeney

Heroines in Technology

Since 2001, Women in Technology and the March of Dimes have partnered together to recognize and honor women in the technology industry who have used their experience, knowledge and skills to benefit our community. Heroines in Technology has raised over \$400,000 to help fight premature births and improve the health of babies. Join us **Friday, November 4, 2005** at the Hilton McLean as we continue to further this worthwhile cause. Sponsors, guests and all nominees will enjoy a cocktail reception, dinner, entertainment and live and silent auctions.

It's not too late to purchase a table or donate to the silent auction. Visit www.womenintechnology.org for ticket information or contact Jen Norman at JenNorman@comcast.net

September WIT Connect Rewind: Conversation, Communication, Connection, Creativity; Cornerstones Technology Executives and Managers Can Count on for Career and Organization Success

On September 15, nearly 160 attendees, at standing room only capacity enjoyed the esteemed panel's presentation of "Conversation, Communication, Connection, Creativity: Cornerstones of Success for All Technology Executives and Managers." Our speakers were in top form for the informal panel. First up was **Susan Trivers**, President of Trivers Communication Group. Susan's focus was to make us more aware of our communication "default" habits. Her point was that default communication just isn't good enough, we need to be deliberate. She encouraged us to really listen to the next five people we talk to, determine their mood and make deliberate decisions about how we communicate with them.

Next to take the microphone was **Sandy Stauss**, President of Dynamic Options, Inc. Sandy started with a quote from Emerson; "People love us not for who we are but for how we make them feel." She said our communication can either make hearts sing or give them heart burn. Interpersonal skills are not "soft" skills. They are #1 in the relationships in the office. Sandy shared with us how to communicate from the "HEART:"

Heard – to have ideas honored

Encourage & Empower – it is oxygen for our souls.

Appreciation – a gift to give and receive. "You can't live by bread alone, you need a little butter up."

Respect – Dignity, fairness and courtesy.

Trust – commitments will be fulfilled.

Sandy closed by encouraging us to make a commitment to quality connections.

Allie Bowling, a professional speaker and stand-up comedienne, gave us some tips on how to bring humor to work situations.

1. Get a life (outside of work)
2. Take humor breaks when working for long periods of time
3. Wear something humorous – Halloween is coming!
4. Put something amusing in your office and at home
5. Make time for humor



Our closing speaker was **Annette Dubrouillet**, a professional speaker, trainer and consultant who asked us "Where to all the good ideas go?" Annette worked very hard with the attendees to make sure everyone in the room took one of these great ideas home tonight and put it to work. Annette also mentioned the difficulty that visual learners have trying to remember what they hear. So to help us remember, she had each of the speakers stand again and share one recommendation for us to take away.

Susan – pay attention to the next 5 people you talk to

Sandy – add more "butter"; appreciate people more

Allie – take short humor breaks, read funny greeting cards

Annette then asked us to write down one of these suggestions and put it someplace where we will read it for the next 30 days. She closed with "Go Read, go Do, go Home!" And we did, with smiles on our faces.

-Submitted by Krista Curtis

WIT Recognizes Media Sponsors

WIT would like to thank its media sponsors for the support they are giving us this year.

Government Computer News and *Washington Technology* are the Media Sponsors of WIT CONNECT, Heroines in Technology and the Leadership Awards, providing WIT with a generous combination of online and print advertisements, e-mail blasts, as well as assistance with program development and speakers. Qualified WIT members are also eligible for free subscriptions to these publications.

As the Media Sponsor for the Government Outreach SIG Events and the WIT Golf Tournament, *Federal Computer Week* is providing WIT with online and print advertising for these events as well as free subscriptions to the publication for qualified WIT members.

We appreciate their support and the additional exposure they are providing for WIT and our Special Programs.



Facing the Challenge of Workplace Change

by Le-Marie Vanessa Joan Thompson

Changes in the workplace can present exciting new challenges or expose dormant pitfalls. Whether it's a management change of priorities or layoffs, changes in the work place can provide opportunities for professional growth. It may be tempting to be complacent and reminisce with fellow colleagues about the "good old days" or "how it used to be", but you would be better served if you take up the challenge and deal with change head on. Begin with practical steps that can clarify uncertainty and eliminate the distractions of workplace changes.

Review and revise your career plan

Harboring uncertainties about your career path can stunt your career growth. Given the upcoming changes, set aside some time to review and revise your career plan. Consider consulting the WIT Career Resource guide as a starting point of your evaluation; this guide is an excellent resource that details self-assessments steps and tools to get your career planning on track.

Prepare for the unexpected

Unexpected promotions, reassignments and job loss are ever-present possibilities in an ever-changing technology field. It's important for you to have contingency plans in case the unexpected occurs. However, there is no need to go it alone, as there are resources available at your fingertips to work through these challenges. Think about participating in the WIT Mentor-protégé program to gain professional advice about your current and future professional roles. Attend monthly WIT events to learn about developments in industry, professional opportunities and valuable skills to survive workplace changes.

Explore opportunities

Workplace changes can be an exciting time to transition to a new role within your present company, start fresh in a new company or brush up on rusty skills. Take advantage of your company sponsored education assistance program to gain knowledge of the new skills needed in your field. Get involved with professional organizations such as WIT and develop your professional network.

Establish a support system

When workplace changes arise, it's imperative to lean on those that can help you stand. Friends and family members can be your sounding board for new ideas and mentors can provide valuable advice on future opportunities. Make it known to those around you that you are prepared for the upcoming changes with well-developed skills and a plan.

Member Video Showcases WIT Benefits and Valuable Experiences

The WIT Communications Committee unveiled the newly developed new member video at the September WIT Connect. Used primarily as an overview and introduction to WIT, this 4-minute video informs viewers of WIT's mission, membership benefits and programs, and inspires them to become involved in WIT. It is also intended to orient new WIT members and serve as a marketing tool to raise awareness of WIT to prospective and current members, sponsors and leaders within the Washington area business and legislative communities.

We would like to thank the WIT members who participated in this video. We appreciate the time they took to share their personal experiences with us on camera:

Marguerete Luter, President Elect
Angela Drummond, WIT Past President & WITEF Board Member
Maureen Bigger, WIT Membership Chair
Peg Weir, WIT Board Member at Large, Government Outreach
Paula Jagemann, Chair, WITEF and Founder, GIT

Special thanks to Titanium Sponsor, EFX Media, as well as AOL, whose contributions made this video possible. EFX Media donated the crew, equipment and time for the project while AOL provided their campus as a dramatic background. EFX is a marketing communications firm specializing in video, print, and interactive media and provided full-service production of the video. You can view the video on the Women in Technology website at www.womenintechology.org.

Call for Contributors: *We're looking for people to write concise 150- to 200-word summaries that capture the essence of WIT SIG events for the WIT Connect Rewind Column. Share the good news and get the byline.*

Please contact Piper Conrad piper.conrad@apogen.com for details and deadline dates.

No Drivers Needed: Robots in the Desert

By Kiem Tjong

On Saturday October 8th, 23 robots gathered at the starting line of a 132 mile race and made history in the dusty and dry California-Nevada desert. At this highly anticipated event, sponsored and organized by the Defense Advanced Research Agency (DARPA), the race participants tried to boldly do what no robot had been able to do before: to complete the 132 mile route autonomously (unaided by outside or human help).

The winning team would receive a \$2 M cash prize from DARPA if their robot managed to cross the finish line in less than 10 hours.



Vanessa Hodge in front of Carnegie Mellon University's Sandstorm

I spoke to some of the team members before the race to get an idea of the expectations. Most people thought the favorite to finish or win would be one of the two robots built by Carnegie Mellon University (CMU) of Pittsburgh, Pennsylvania, widely considered a powerhouse in robotics by many of the attendees. Fresh-faced Vanessa Hodge from Owing Mills, Maryland, one of the few women engineers on the CMU team, had graduated from the school earlier this year and she had participated in last year's race as well. Vanessa was responsible for the mapping and pre-planning of the route that the robot was to follow. How confident was she of her robots' chances in this race? Quite confident, she said: there had been a lot of test drives through desert type terrain before the race, something they had not done enough of before last year's race.

Virginia Tech (Virginia Polytechnic Institute and State University) from Blacksburg, Virginia, entered two robots as well, bright Virginia Tech orange Cliff and wine red Rocky. Cheryl Bauman, the only female graduate team member, took on the software design task and had to learn this

in addition to her regular course load. Cheryl told me there were four women engineering students in the team consisting of 30 to 40 students. Like all of the other women "robo-teers" participating in the race, Cheryl had joined the team because it gave her a chance to work on something that was new, that had never been done before. Despite all of the long hours she spent on the program, she was glad that she had done it. She plans to stay in the field of robotics.



Last minute tweaking: Cheryl Bauman and Virginia Tech team mate Dave Bass inside and under 2004 veteran Rocky

The Mitre Meteorites, the fourth Virginia team to make it into the race after passing the final qualifying rounds, had a good idea of what the future will hold for autonomous vehicles in the military branch. Ann Jones, the lead for Mitre and the only woman team lead out of all 23 team leads in the race, said that their robot, the Meteor, would now offer a testing platform that could be used by the Army, the Border Patrol and other federal agencies. For example, the Meteor would be used in an ongoing research project at Mitre to identify and locate IEDs. The Meteor would transport a smaller ruggedized autonomous robot that would climb off the Meteor and deactivate the IED.

In the end, it was not CMU who won, though they came very close. Stanley, a robot built around a blue Volkswagen Touareg by a team from Stanford University and the number two contender in the race, was the first to boldly drive through the finish line in Primm, a tiny desert town near the California-Nevada border, in only 6 hours and 53 minutes. Stanley was closely followed by both CMU robots by an oh-so close margin of 14 minutes for their first robot, Sandstorm.

Said Jan Walker, spokesperson for DARPA: "DARPA has helped drive this technology to a new level. It is now up to Industry and other military agencies to utilize what has been developed as part of the Grand Challenge program and produce something that can really be used out in the field."

For more information on the 2005 DARPA Grand Challenge race go to: <http://www.grandchallenge.org>.

2005 WIT Charity Golf Tournament

Rain threatened at the start, but did not deter the 28 teams of golfers participating in the 6th Annual Charity Golf Tournament to benefit the Women and Girls in Technology Education Foundation. The downpour held off until the last hole and even the sudden drenching didn't dampen the celebration at the awards ceremony. A very impressive \$31,500 was raised to directly benefit the Women and Girls in Technology Education Foundation. The silent auction itself netted almost \$5,000 with a stunning array of items, including a limited edition Tag-Heuer Tiger Woods ladies watch, and a football that could be personally inscribed by Roger Staubach.

There was a 4-way tie for 1st place with a low score of 60. Tie-breakers were the low scores on the hardest holes on the course, and an eagle by one of the teams on #8 cinched 1st.

Winners of the individual competitions:

Longest Drive for Men: Frank Cantrell

Longest Drive for Ladies: Doris Reeves

Closest to the Pin for Men: Lou Nappi

Closest to the Pin for Ladies: Paula Jagemann



Teeing off for Girls in Technology

concept2creations Donates Talent to Promote WIT

WIT would like to recognize and thank Adam Fazackerley, founder of concept2creations, for his generous support of WIT.

Adam and his team have volunteered their time and talent to develop WIT's advertising campaign. Thanks to concept2creations, WIT is able to maximize our media sponsorship opportunities with leading publications and run a series of online and print ads to promote our programs and raise awareness for WIT.

concept2creations specializes in web development and graphic design to deliver marketing solutions and services.

For more information on concept2creations, visit: www.concept2.net or call Adam at: 703-447-9045

Members on the Move

The ITT Technical Institute in Springfield, Virginia, announces the promotions of two of its staff, who are both WIT members. **Debra Mitchell** was recently promoted to Director of Career Services and **Gloria Celespara** was promoted to Career Services Specialist. Mitchell and Celespara welcome visits from all WIT members who want to stop by, and remind you that ITT is always looking for volunteers to help students prepare for their new careers.

Piper Conrad recently joined Apogen Technologies as Manager, Marketing & Communications.

Do you have a promotion or new job to announce? Send your good news to Joanne Lozar Glenn at jmgfete@aol.com

WIT WORD Staff:

Piper Conrad, Editor

Joanne Lozar Glenn, WIT Woman in the Spotlight, Members on the Move

Krista Curtis, Contributor

Le-Marie Vanessa Joan Thompson, Contributor

Kiem Tjong, Contributor

Charlotte Pelliccia, Communications Chair

WIT Woman in the Spotlight: Elizabeth Shea

By Joanne Lozar Glenn

Business people first, PR people second. That's how Elizabeth Shea bills her company, and that's what she lives up to, in client Craig Abod's eyes. At one point Abod's company, CarahSoft Technology, outsourced its entire marketing function to SheaHedges, and was able to nearly triple its output. "She knew our customer better, our marketing better, and our business better than we did," Abod says. "It was 1+1 = 3, and all of a sudden we were doing world-class marketing."

SheaHedges employee Lisa Throckmorton, who met Shea through WIT about four years ago, would be pleased but not surprised to hear Abod's assessment of SheaHedges' services. "A lot of our clients tend to be emerging businesses," Throckmorton says. "Elizabeth lives and breathes that. She's a small business owner herself. She understands and shares their challenges. 'Thinking like the client' is a big part of our credo here."



*Elizabeth Shea,
Cofounder and
Principal,
SheaHedges Group,
McLean, VA*

Vital Statistics

Career highlights: That goes without saying! When I was right out of school and working at Apple in the John Scully days, I said 'I'm going to hang a shingle someday.' I worked at start-ups that went public and start-ups that went bankrupt, and I learned about buzz without substance. Those experiences were instrumental in helping me realize that what I enjoyed was working with emerging companies.

Kudos: 2005 WIT Leadership Award for Entrepreneurship, 2001 WWPR Woman of the Year Award

My next career goal: We're looking to provide more services vs. getting more clients. I'd like to look back and say we've had steady growth and people have enjoyed coming to work here, because if you don't grow, you're dead.

My connection to WIT: I think I'm one of the longer-term WIT members—the names of some of the original founders are very familiar to me. WIT's part of our culture here. We've hired two WIT members, four to five of our staff are involved on WIT committees, and the company has been a WIT sponsor for the last four years. I stay involved not so much because it's a business generator but because it's an outlet for connecting with people in this community.

Most important thing I've learned about leadership: Empowerment is key. If you just give people the room and the authority to succeed, they never let you down.

I have a lot of role models, from Regis Mckenna (a Silicon Valley PR agency legend who happened to attend my alma mater, Santa Clara University), and several other women that I've followed, like HP's Carly Fiorina. I really admire her tenacity. My competitors also inspire me.

Challenges: We happen to be smack dab in the middle of two industries that tend to be very volatile. With the Tech bust came the PR agency bust. We wondered if we'd be around in six months. It took us a good year to refocus our efforts, but we didn't have to let anyone go.

In my free time, I've become a pretty avid golfer. I also love to read and write. Brad Meltzer and Kathy Reichs are my favorite authors. When I'm reading for pleasure I like legal thrillers, that complicated legal twist at the end. For every three to four fun books I read, I read one business book. I've liked *Good to Great*, *Fierce Conversations*, and *When the One-Minute Manager Meets the Monkey*.

Favorite quote: We do quarterly company meetings where we feature pithy quotes like, "You can't build a reputation on what you plan to do," and "Good managers are like gardeners—they grow people." So I have a lot of favorites. Including Tom Peters' "Be distinct or be extinct," and Charles Kettering's "My interest is in the future, because I'm going to spend the rest of my life there."